



**OKALOOSA ISLAND LEASEHOLDERS ASSOCIATION, Inc.**



P.O. Box 4323  
FT WALTON BEACH,  
FL 32549

ADDRESS CORRECTION REQUESTED

**Next Meeting:** **LOCATION:** Okaloosa Island Fire Station, 2<sup>nd</sup> Floor Meeting Room **TIME:** 7:00 p.m. **DATE:** Monday, **January 12, 2015.**  
**PARKING:** Please park behind the Fire Station next to the water tank

**IN THIS NEWSLETTER**

- ◆ Message from the President – **Tripp Tolbert**
- ◆ Fire Department Report for Nov 2014
- ◆ Architectural Report for Dec 2014
- ◆ Island Rainfall Report for Dec 2014 & Summary for the Year 2014
- ◆ Quintuple Wuzzle Puzzles for the 13<sup>th</sup> Time
- ◆ Minutes (Draft) Dec 8, 2014 Meeting
- ◆ Island Garden Club Bulletin
- ◆ Hands Across the Bridge Rally Report – **David Sherry**
- ◆ “Branding” Ideas – **Jill Higgins**



**A Bald Eagle  
Soars Over  
Okaloosa  
Island**

**Photo by Paula Hudson**



# The OIL Lantern



THE NEWSLETTER OF THE OKALOOSA  
ISLAND LEASEHOLDERS ASSOCIATION, Inc

P.O. Box 4323, Fort Walton Beach, FL 32549,

Editor: Jim Simpson, (850) 585-2116

Association Website: [www.oilaweb.com](http://www.oilaweb.com)

## JANUARY 2015

### BOARD OF DIRECTORS

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### ASSOCIATION WEBMASTER

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### ASSOCIATION TREASURER

**Jim Simpson, Treasurer**

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## Meeting Agenda

**Date:** Monday, **January 12, 2015**

**Time:** 7:00 p.m.

**Place:** Okaloosa Island  
Fire Station, 2<sup>nd</sup> Floor  
Meeting Room

### I. CALL TO ORDER AND PLEDGE OF ALLEGIANCE

### II. ROLL

### III. ANNOUNCEMENTS

If you speak, please state  
your name, address and if  
you are a member.

### IV. MINUTES

December 8, 2014  
Meeting Minutes (Draft)

### V. TREASURER'S REPORT - Treasurer, **Jim Simpson**

### VI. COMMITTEE REPORTS

A. Architectural  
Committee: (see  
Newsletter)

C. Membership Liaison:  
**Jim Simpson**

D. WebSite: **Bob Seitz**

E. Boat Basin: **Cathy  
Taylor**

F. Street Lighting MSBU:  
**Maryl Bednar**

### VII. OLD BUSINESS

### VIII. NEW BUSINESS

### IX. ADJOURNMENT

## MESSAGE FROM THE PRESIDENT

Happy New Year! We are looking forward to 2015 with anticipation and excitement for the great things that we can accomplish. The author Tanya Masse once said, "When you open your mind, you let happiness in." I'd like to adapt part of that as our mantra for 2015... Let's keep an open mind to other ideas and suggestions. We don't have to adopt them. But we should keep our minds open to consideration.

On the county government scene, Commissioner Nathan Boyles was tasked to serve as chairman of the Okaloosa County Board of County Commissioners. Also, the Commissioners unanimously chose John Hofstad to serve as the new County Administrator. We are looking forward to working with these gentlemen in 2015. Commissioner Boyles stated in his newsletter that his January goal is to develop a work plan for the with ample citizen input. That's the kind of cooperation we like to hear about!

OILA will be the lead float in the 2015 Mardi Gras Parade on the Island. It will be held on Saturday, January 17<sup>th</sup> at 1pm. Volunteers (walkers, throwers and decorators) are still needed. The float will be decorated on Friday, January 16<sup>th</sup>.

Best wishes to you and all of your families for a happy and prosperous 2015!

Tripp Tolbert

**JOIN THE LEASEHOLDERS! LET YOUR OPINIONS BE HEARD!**

**FOR A MEMBERSHIP APPLICATION CLICK ON THE ASSOCIATION'S WEBPAGE: [WWW.OILAWEB.COM](http://WWW.OILAWEB.COM),**

**OR**

**CONTACT JIM SIMPSON AT (850) 585-2116 OR BY EMAIL AT [SANLEANNA@COX.NET](mailto:SANLEANNA@COX.NET).**

**HAPPY NEW YEAR WISHES FROM THE ISLAND GARDEN CLUB!**

While most gardening activities won't begin for a few months, this time is well spent browsing catalogues, sketching ideas, ordering plants and seeds and attending garden club meetings. ☺

Did you know that without bees, 90% of our fruits and vegetables will become extinct? And honey would be scarce! Join us on Wednesday, January 14, to hear club member **Brian Higgins'** presentation on beekeeping. Members start socializing at 9:30 a.m. and the program begins promptly at 10:00 a.m. at the El Matador downstairs party room.

Upcoming programs will feature experts discussing soil, growing lilies, new plant introductions, and a trip to Mobile Festival of Flowers.

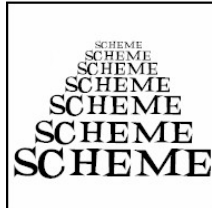
Come visit, meet neighbors, and make new friends in the Island Garden Club. Membership is composed of Island residents and winter Island visitors in residence for more than two months. Annual dues are \$8.00. We look forward to meeting and greeting YOU.

Kathy Foster, Treasurer  
Island Garden Club  
[fosterpk@gnt.net](mailto:fosterpk@gnt.net)  
(850)244-4490



**“QUINTUPLE” WUZZLE PUZZLES FOR THE 13<sup>th</sup> TIME!**

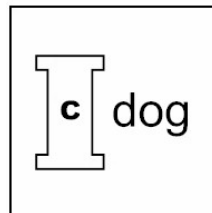
What is a Wuzzle Puzzle? It is a puzzle consisting of combinations of words, letters, figures, or symbols positioned to create disguised words, phrases, names, places, etc. Are you ready to take the challenge and figure out the “disguised” meaning of these wuzzles? Good luck. The answers are at the bottom of the last page.



**Wuzzle No. 1**



**Wuzzle No. 2**



**Wuzzle No. 3**

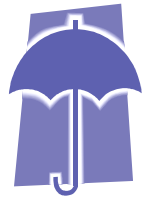


**Wuzzle No. 4**



**Wuzzle No. 5**

**ISLAND RAINFALL FOR DEC 2014: 1.8 INCHES**



Dec 19.....**0.3** inches  
Dec 20.....**0.5** inches  
Dec 23.....**1.0** inches  
Dec 27.....**0.8** inches  
Dec 28.....**0.2** inches  
Avg Rainfall for December...**4.8** inches

**Totals for the Year 2014**

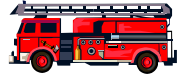
YTD Variance to Avg.....**+ 17.1** inches  
Rainfall Year-to-Date.....**74.5** inches  
Avg Annual Rainfall .....**65.1** inches

**2015**

Avg Rainfall for January.....**5.0** inches  
January Record High.....**80° F** (1957)  
January Record Low .....**4° F** (1985)  
Jan Avg Water Temperature...**64° F**  
  
February Avg Rainfall.....**5.8** inches  
February Record High.....**80° F** (1980)  
February Record Low .....**11° F** (1951)  
Feb Avg Water Temperature. **64° F**

**OKALOOSA ISLAND FIRE DISTRICT RECORDED 58 CALLS FOR THE MONTH OF NOVEMBER 2014**

Fire Calls.....**3**  
Misc.....**20**  
Alarm Activations..... **10**  
EMS,Rescue/MVA... **25**



**MARDI GRAS PARADE ON THE ISLAND SATURDAY JAN 17, 2015 1:00 pm**

**VOLUNTEERS (WALKERS, THROWERS, DECORATORS) NEEDED FOR THE OILA FLOAT!!!!**

-- If you can help, sign up at the Jan 12, 2015 OILA meetings. Call Jim Simpson @ 850.585.2116 or email him @ [sanleanna@cox.net](mailto:sanleanna@cox.net). We will decorate the float on the Island on Friday, Jan 16 at 625 Pelican Dr. More details to follow at the **January 12 meeting**. OILA will be the lead float!





**ARCHITECTURAL COMMITTEE REPORTS FOR DECEMBER 2014** for permits and Applications submitted to them for consideration. The following information provided by the Architectural Committee. **SPECIAL NOTICES: 1) The Committee meets every Thursday from 9:00 am to 9:30 am at the Tourist Development Center building. 2) ASK BEFORE YOU ACT.**

<u>Date</u>	<u>Block</u>	<u>Lot(s)</u>	<u>Address</u>	<u>Owner/Contractor</u>	<u>Description</u>	<u>Recommendation</u>
Dec 4	7	437	776 Sundial Ct, Unit 101	Rodney Gravatt	Occupational License for Omega Services & Plumbing	In compliance

## HANDS ACROSS THE BRIDGE RALLY December 6, 2014



**REPORTED BY: DAVID SHERRY**



On a beautiful, sunny Saturday, December 6, about 45 friends and neighbors on Okaloosa Island gathered for an hour at the base of the Brooks Bridge for the first "Hands Across the Bridge Rally". The rally showed our support for FDOT's position of keeping the Brooks Bridge where it is today, and our staunch opposition to a proposed bridge from Wright Parkway onto Okaloosa Island, or any new bridge west of the existing Brooks Bridge.

The rally was well attended by homeowners and condo owners. The group included organizer Tammy Lamers with Rebecca Sherry who helped stage the event, OILA bridge committee member Brick Bradford, and Kathy Jones, a member of the Okaloosa Island fire board.

Our event was the lead story on ABC affiliate WEAR-TV's 6:00 PM and 10:00 PM news. It was also covered by the Northwest Florida Daily News and mentioned on 99Rock-WKSM.

Those who came out had fun and received many honks, waves, and thumbs up from drivers. The event began at 10:00 AM and ended promptly at 11:00 AM as advertised, with a group photo. Additional rallies are planned, with **the next rally set for 10:00 AM to 11:00 AM on Saturday, January 31**. We hope to see you there.

As voted by the membership, OILA opposes the proposed Wright Parkway bridge and any new bridge west of the existing Brooks Bridge.

David Sherry  
Okaloosa Island

# OKALOOSA ISLAND LEASEHOLDERS ASSOCIATION MINUTES (DRAFT)

**BOARD MEETING :** December 8, 2014

**LOCATION:** Okaloosa Island Fire Station Meeting Room

**I. CALL TO ORDER:** Meeting was called to order at by President Tripp Tolbert. The Pledge of Allegiance followed.

**II. ROLL:** Board members present: Tripp Tolbert, Jill Higgins, David Hancock, Jim Hendricks.

**III. ANNOUNCEMENTS:** No announcements

**IV. MINUTES: November 10, 2014** Minutes as printed in the December 2014 OIL Lantern approved without correction.

**V. TREASURERS REPORT:** Jim Simpson gave the report attachment 1

Association total fund balance as of November 10, 2014	\$ 35,083.53
Discretionary Fund Balance as of November 10.....	\$ 33,662.25
Receipts since last report:	
Membership Dues	\$ 371.00
Newsletter fees	<u>\$ 12.00</u>
Total receipts:	\$ 383.00
Expenses since last report: Postage to mail the	
December 2014 OIL Lantern:	\$ 21.56
Discretionary fund balance after receipts and expenses	\$ 34,023.69
Beautification Fund Balance (unchanged)	\$ 1,421.28
TOTAL FUND BALANCES AS OF December 8, 2014:	
Discretionary.....	\$ 34,023.69
Beautification.....	<u>\$ 1,421.28</u>
TOTAL:	<b>\$ 35,444.89</b>

Mr. Simpson also requested reimbursement for postage for mailing the December 2014 OIL Lantern in the amount of \$21.56. Motion made, seconded and approved.

## VI. COMMITTEE REPORTS:

**A. Architectural Committee:** Report for December 2014 published in December newsletter

**B. Membership Liasion:** Jim Simpson reported that the 2014-2015 Membership Renewal Drive will end at the end of December and that to date approximately 250 members had renewed (out of 262).

**C. Website:** Bob Seitz advised that the Mardi Gras parade was coming up on January 17, that past photos of OILA's Mardi Gras participation are on the website and that volunteers are needed.

**D. Boat Basin:** No report

**E. Street Lighting MSBU:** Maryl Bednar provided the 2013-2014 MSBU expenses and revenue report. Expenses were 45,366.07; revenue was \$58,554.00. Ending balance was \$214,995.69. For the month of November 2014, revenue was \$5,773.44; expenses were \$4,117.98. Maryl also advised that any requests for additional street lights had to be in by March 2015. Due to legal and advertising costs, the goals is to consider new lights once a year.

## VII. OLD BUSINESS:

**A. Bike Paths Along Hwy 98:** Dave Hancock reported a lot of progress on the bike path. Meetings had been held with key players. He advised that the keys to moving forward with FDOT is to get a plan completed along with environmental studies.

**B. Ten Foot Walkway – 6<sup>th</sup> Beach Access (north side):** Discussion took place in which responsibility for and funding of improvements to the beach and sound side accesses.

## VII. NEW BUSINESS

### A. Discussion of Branding for OILA: What is Branding? .

Branding is the process of using a word or an image to identify a company or its products. It is what separates competitors and helps consumers remember a product. The purpose of a **brand** is to increase sales by making the product or service the most visible and desired by the consumer. Board member Jill Higgins presented some logo and graphic examples for developing an effective OILA Brand. See her examples following these minutes.

**B. Bridge Committee Status** Brick Bradford asked about the status of the Bridge Committee. Jill Higgins advised that she would get the names and telephone numbers of everyone involved and interested and get the committee formally organized and operating.

**C. Short Term Rentals in the Single Family Zone B-1 – Private Residential Areas:** Tripp Tolbert presented a suggestion to set up a committee to research, study and analyze the advisability of changing the Covenants to allow short term rentals in Zone B-1, Private Residential Area. Based on this effort, recommendations on changing the Covenants would be presented to the membership. Maryl Bednar read a statement in which she opposed allowing short term rental in Zone B-1. Lively discussion and debate (for and against) took place. The final decision was to table Mr. Tolbert’s proposal.

**IX. ADJOURNMENT:** There being no further business, the meeting was adjourned by President Tripp at approximately 8:15 p.m.

Respectfully submitted – Jim Simpson

## EXAMPLES OF BRANDING GRAPHICS (LOGOS, COORDINATING ELEMENTS, COLORS AND BACKGROUNDS) APPLIED TO OILA (COURTESY OF JILL HIGGINS)



(Primary logo is a sun to represent optimism, brightness, and the beach. paired with a conservative font for professionalism.)



Brand Colors:  
Gold/Yellow: Optimism and warmth  
Green: Renewal and Growth  
Blue: Water, Peace, and Trust  
Brown: Serious  
Orange: Cheerful



(Background Option #1)



(Background Option #3)



(Background Option #2)

Background options that could be used for website, notecards, notecards, letterhead, etc.



Coordinating elements could be used for various things such as t-shirts, parties, events, etc.

## WUZZLE PUZZLE ANSWERS

### Wuzzle No. 1



Pyramid Scheme

### Wuzzle No. 2



Parallel Bars

### Wuzzle No. 3



Seeing Eye Dog

### Wuzzle No. 4



Multiple Choice

### Wuzzle No. 5



Thunder Storm